INFORMATION LETTER

Not for Publication — NATIONAL CANNERS ASSOCIATION — For Members Only

No. 1793 — Washington, D. C. — August 27, 1960

State Proclamations Issued Honoring Sesquicentennial

Governors of eight states where canning and can-making is important declared official periods honoring the sesquicentennial of the birth of canning and the tin can. Arrangements to obtain these official proclamations were the result of joint efforts of N.C.A. with the Can Manufacturers Institute and Dudley-Anderson-Yutzy, public relations counsel. In each case the Governor's proclamation cited the economic importance of food canning and the can manufacturing industries in the respective states, and declared one-week periods starting August 21 as "Canning-Metal Can Sesquicentennial Week."

Official Governor's proclamations were issued by the following:

Illinois—The Honorable William G. Stratton

Indiana—The Honorable Harold W. Handley

Maryland—The Honorable J. Millard Tawes

Michigan—The Honorable G. Mennen Williams

Minnesota—The Honorable Orville L. Freeman

New Jersey—The Honorable Robert B. Meyner

Ohio—The Honorable Michael DiSalle

Oregon—The Honorable Mark O. Hatfield.

Mexican Farm Labor Program

An amended version of H. R. 12759, a bill to extend the Mexican farm labor program, was reported by the Senate Agriculture Committee on August 23. In lieu of the two-year extension approved by the House, the Senate committee amendment provides for a six-month extension of the program beyond its expiration date of June 30, 1961.

Prior to taking this action, the Senate committee received recommendations from the Agriculture and Labor departments that further consideration of the bill be postponed until the next session of the Congress.

Wage-Hour Bill in Conference Committee

Acting swiftly on the recommendation of its Committee on Rules, the House agreed on August 25 to a conference with the Senate on the wage-hour bill. Named as House conferees were representatives Barden (N. C.), Landrum (Ga.), Roosevelt (Calif.), Dent (Pa.), Kearns (Pa.), Ayres (Ohio), and Hiestand (Calif.).

Senate conferees, who were announced the preceding week, are Senators Kennedy (Mass.), McNamara (Mich.), Morse (Ore.), Randolph (W. Va.), Dirksen (Ill.), Goldwater (Ariz.), and Prouty (Vt.).

The first meeting of the Conference Committee was held on August 25, the same day on which the House Rules Committee voted, 8 to 3, to recommend that the bill be sent to conference.

The Senate and House conferees held a second meeting on August 26 which had not yet ended as this issue of the INFORMATION LETTER went to press.

Fruit and vegetable canners' exemptions from the overtime pay requirements of the Fair Labor Standards Act would not be affected by the bill which cleared the House on June 30. These include 14 weeks limited to 12 hours a day or 56 hours a week and 14 weeks of unlimited exemption from penalty overtime.

Through an incorrectly worded amendment, the bill passed by the Senate on August 18 would have the effect of reducing the exemptions from 28 to 14 weeks by eliminating all reference to canning from Section 7(c) of the Fair Labor Standards Act. It is understood, however, that this unintentional omission will be rectified in the Conference Committee.

The Senate-approved bill would increase the minimum hourly wage for presently-covered employees of fruit, vegetable, and fish canners to $1.15, effective next January 1, to $1.20 the following year, and to $1.25 on January 1, 1963. The House-passed bill would provide only for an increase to $1.15, effective next January 1.

Canned Foods for SS HOPE Now at Assembly Centers

Assurance was given the N.C.A. this week that future SS HOPE projects will be announced sufficiently far enough in advance of the procurement time to permit full participation by members of the industry nationwide. The time schedule for the current effort was so tight it was necessary to limit participation principally to firms with West Coast plants or distribution centers.

The mercy ship sailed from Seattle August 23 and the commissioning ceremonies will be held in San Francisco September 13. It will sail for Indonesia approximately one week afterwards.

Procurement of canned foods is now in the assembly stage at various West Coast points. Various steps to obtain publicity for the canning industry's contribution to this privately-sponsored "people-to-people" undertaking are underway.

Dudley-Anderson-Yutzy, N.C.A.'s public relations counsel, is drafting a model story for use by each individual canner-contributor to obtain local publicity on the firm's participation. Their West Coast representative is collaborating with the Canners League of California to obtain official press photos and releases at loading time.

A series of specific local community photo releases is being worked out whereby one print will depict the contribution respectively of the group of canners in Stockton, Modesto, San Jose, the San Francisco East Bay group, and Yuba City. When the truck carrying Northwest canned foods is loaded at Salem for the journey to dockside, it will be photographed with a large banner carrying the HOPE symbol and special lettering identifying it as a canned food shipment. The California Fish Canners Association is making a press photo of the tuna contribution, as it starts to San Francisco.

Release was made to national wire services and Washington papers of

the presentation by Executive Secretary Carlos Campbell to Dr. William B. Walsh, originator and director of the project, of certificates symbolizing the American canning industry's contribution. Other publicity details are being planned by N.C.A. and D-A-Y.

The Project HOPE, as described in previous issues of the INFORMATION LETTER, is the sending of a fully equipped and staffed hospital ship to Southeast Asia to bring to the medical and health people of other countries the latest information and techniques developed by the American medical profession. The voyage will take a year, and the canned foods supply was geared to the needs of the ship's staff and crew for that period.

Importance of Canned Foods Is Emphasized in Special Sesquicentennial Exhibits, Events at Ohio State Fair

The contribution of food canning to man's well-being is being stressed by the Ohio Canners and Food Processors Association in special events and exhibits at the annual Ohio State Fair, which opened in Columbus August 26. The National Canners Association and the Can Manufacturers Institute have assisted the Ohio association in these efforts.

C.M.I., with Dudley-Anderson-Yutzy, public relations counsel, provided text of a proclamation with which Governor Michael DiSalle designated August 21-27 as an official period for celebration of the birth of canning and the tin can. The Ohio association released copies of the proclamation to their members, urging them to contact their local radio, TV, and newspaper media for publicity on the event tied into stories on the individual operations of the respective canners. On the same date, August 19, the Ohio association distributed a press release on the sesquicentennial of canning to newspapers, broadcast and telecast stations of the state.

A press conference and luncheon for 150 to 175 Ohio media representatives was held at the Fair Grounds August 25, the day preceding the Fair's opening. At this event talks were given by Dr. Wilbur A. Gould, secretary-treasurer of the Ohio Canners and Food Processors Association, and by Nelson H. Budd, Director of the N.C.A. Information Division. Dr. Gould disclosed Ohio's production of canned foods as fifth in the nation among canning states, and stated that within Ohio the food processing industry is exceeded in size only by metal, machinery and transportation industries. Mr. Budd related the story of the discovery of canning in 1810 by Nicolas Appert and traced the growth in economic importance and contribution to the public welfare of the industry since that time.

Following the luncheon the press guests were given a preview of the 1,000 square foot exhibit sponsored by the Ohio association. This consists of a display of Ohio canned and glass packed foods; an electric map showing the location of Ohio's food processing plants; a scale-model tomato juice cannery; eight pictorial panels depicting canning industry development from 1810-1960 (these are from the exhibit built by the U.S. Steel Corporation graphically presenting the chapters of the Information Division's booklet *The Canning Industry*); an IQ game and kodachrome slides showing scenes in the Ohio canning and food processing industry; and a tomato and fruit juice refreshment bar.

The N.C.A. Information Division collaborated with the Ohio Canners and Food Processors Association in the preparation of a press release, distributed in kits to the media representatives at the Fair and mailed to all others in Ohio. Also included in the kit were copies of the Governor's proclamation, an Ohio Canned Foods Brochure and Fact Sheet, a background statement on the sesquicentennial and the economic importance of canning nationally, prepared by the Information Division, and two other publications of the Division: *The Canning Industry* and the leaflet *Interesting Facts about Canned Foods*.

National Apple Week

"National Apple Week" this year is set for October 13-22, with the theme "So Good So Many Ways."

The National Apple Week Association, Inc., 1302 18th St., N. W., Washington 6, D. C., with the aid of more than 100 local committees in various cities and towns is organizing national publicity in press, radio and TV to center consumer attention on the event. Bulk quantities of four different pieces of display material in full color are available from the N.A.W.A. at the address given above.

Mass Production of Glass Jars Subject of 'Red Letter' Release

The fifth "Red Letter Day," celebrating milestones in canned foods progress, will be September 3, marking the anniversary of automatic glass container manufacture. It was on September 3, 1903 that Michael J. Owens, inventor, received a charter to manufacture his automatic machine which made mass production of glass containers possible.

The "Red Letter Days," during the sesquicentennial year of 1960, are being utilized under the N.C.A. Consumer and Trade Relations Program for publicity pointing up the great contributions canning has made to the public welfare. On August 10, for release on or about September 3, Dudley-Anderson-Yutzy, N.C.A.'s public relations counsel, distributed a feature story dealing with the history of this invention and with the important role glass has played in the food canning industry. The story was sent to 500 papers with a circulation of 19,500,000.

It brought out the historical fact that Nicolas Appert, the discoverer of canning, used glass bottles and jars in his experiments, and that glass as well as metal has contributed greatly to the growth and progress of food canning. Mr. Owens' invention revolutionized the glass industry, as it brought mechanization to the field overnight by replacing the arms of a worker with mechanical arms and the lung power of the glass blower with compressed air.

The invention, of course, also had major implications for the canning industry. For with it, and an automatic conveyor subsequently invented by the same Mr. Owens, mass production of glass containers became a commercial possibility.

"Other inventions have not been slow in coming. Modern glass containers cannot only be produced automatically at high speed, but they offer the other features indispensable to an efficient container: durability, tensile strength and attractiveness. In the last department, glass is unique. Its transparency makes it an ideal showcase for displaying tempting wares.

"As might be expected, the public has responded happily to glass containers. People like to see colorful jellies, vegetables, fruits, baby foods and many other food products neatly packed in their glass jars or bottles. The canning industry marks September 3 as a 'Red Letter Day' on its calendar, recalling with gratitude that it is the anniversary of the date of Mr. Owens' remarkable invention."

Summary of Supply, Carryover Stocks and Season Shipments

CANNED VEGETABLES

Canners' carryover stocks of the 15 major canned vegetables into the 1960-61 season are 27 percent less than a year ago, according to the N.C.A. Division of Statistics. The carryover is higher for only four canned vegetables—carrots, chili sauce, corn, and spinach. Of these three, canned spinach reflects the largest relative increase—1.9 million cases this year compared with 1.1 million a year ago.

Shipments of these 15 canned vegetables during the 1959-60 season were 5 percent greater than during the 1958-59 season. Only three canned vegetables showed smaller shipments last year—beets, asparagus and tomato juice. Tomato juice is the only one that showed a significant change with shipments during the 1959-60 season 6 percent lower than a year ago.

The summary of these data is shown in the following table:

Product	Carryover date	Case basis	Supply 1958-59	Supply 1959-60	Canners' Carryover Stocks 1959	Canners' Carryover Stocks 1960	Season Shipments 1958-59	Season Shipments 1959-60
			(thousands of cases)					
Total, 15 canned vegetables	.....	.....	276,554	270,979	55,530	40,443	221,020	230,538
Asparagus	March 1	actual	9,185	8,697	1,623	1,280	7,561	7,417
Green and wax beans	July 1	actual	34,015	33,159	6,111	4,050	27,904	29,110
Lima beans	Aug. 1	actual	3,399	3,362	554	406	2,844	3,157
Beets	July 1	actual	12,074	11,607	2,792	2,446	9,282	9,161
Carrots	July 1	actual	4,092	4,749	1,226	1,515	2,866	3,233
Catsup	July 1	actual	35,339	35,039	9,265	6,021	26,074	29,018
Chili sauce	July 1	actual	3,064	3,326	500	711	2,563	2,616
Corn	Aug. 1	actual	37,258	42,823	2,663	2,939	34,595	39,884
Peas	June 1	actual	41,605	38,670	9,650	6,426	31,955	32,244
Pumpkin and squash	July 1	actual	3,887	3,856	727	691	3,159	3,165
Spinach	March 1	actual	6,999	8,210	1,129	1,900	5,871	6,310
Tomatoes	July 1	actual	31,886	29,039	6,511	3,006	25,375	26,033
Tomato juice	July 1	actual	41,092	37,184	9,714	7,780	31,377	29,404
Tomato paste[a]	July 1	actual	9,556	8,413	2,253	1,039	7,303	7,374
Tomato puree[a]	July 1	actual	3,103	2,645	812	233	2,291	2,412

[a] California only; reported by Canners League of California.

August 1 Stocks of Canned Asparagus and Spinach

As part of its program to expand and speed up the issuance of pack and stock reports, the N.C.A. Division of Statistics has just released August 1 stock reports for two canned vegetables—asparagus and spinach. The spinach report also shows the pack from March 1 to August 1. Since this is the first time that August 1 stock reports have been issued for these products, a comparison with a year ago cannot be made. The supply of canned asparagus for the 1960-61 marketing year is 7 percent greater than the supply for the previous season.

	Carryover date	Case basis	Supply 1959-60	Supply 1960-61	Canners' Stocks, Aug. 1 1959	Canners' Stocks, Aug. 1 1960	Season Shipments to Aug. 1 1959	Season Shipments to Aug. 1 1960
			(thousands of cases)					
Asparagus	March 1	actual	8,697	9,322	n.a.	5,676	n.a.	3,646
Spinach	March 1	actual	n.a.	[a]6,030	n.a.	4,027	n.a.	2,003

[a] Supply to August 1. n.a.—Not available.

World Feeding Conference

Food and nutrition experts from 17 countries of the free world began an eight-day conference in Washington August 24 to develop better ways of solving the critical food problems that still exist in many areas. They are attending the Fourth Armed Forces Inter-nation Nutrition Conference at the Walter Reed Army Institute of Research.

The delegates are reporting on nutrition problems and progress within their own countries and after the opening session were flown to the Fitzsimons General Hospital in Denver, Colo., for scientific sessions of the conference. Afterwards, the delegates will visit the U.S. Army Medical Research and Nutrition Laboratory in Denver and the Quartermaster Food and Container Institute for the Armed Forces in Chicago, Ill., where they will discuss problems of food processing and technology. They will also visit industrial processing plants and pharmaceutical companies.

1960 Pack of Asparagus

(N.C.A. Division of Statistics)

State	1959	1960
	(actual cases)	
Green:		
Md. and Del.	406,196	516,788
New Jersey	673,670	863,472
Illinois	489,058	601,541
Michigan	891,956	972,002
Wash. and Ore.	671,000	749,170
California	1,773,607	1,945,091
Other states	242,322	252,844
Total green	5,147,809	5,900,908
White:		
California	1,925,875	2,140,776
U. S. Total	7,073,684	8,041,684

1960 Cranberry Production

Based on August 15 conditions, the 1960 cranberry crop is forecast by the USDA Crop Reporting Board at 1,288,500 barrels, 4 percent greater than last year's record crop and 29 percent above average.

The record crop of 700,000 barrels in Massachusetts is expected to be 28 percent larger than in 1959.

The New Jersey crop is expected to be down 7 percent from last year, primarily as the result of a smaller acreage for harvest. Production in Wisconsin is expected to be down 12 percent from last year's record crop but not greatly different from the 1958 crop.

In both Washington and Oregon growers report an increase over last year in acreage for harvest, but yields are expected to be down from the record level of 1959. In both states the 1959 crop was the largest of record.

State	Production 10-year ave. 1949-58	Production 1959	Production 1960 Indicated	Percent change from 1959
	(barrels)	(barrels)	(barrels)	
Mass.	537,400	545,000	700,000	+28
N. J.	87,900	95,000	88,000	− 7
Wis.	271,200	440,000	385,000	−12
Wash.	54,950	106,000	77,000	−27
Ore.	27,370	51,200	38,500	−25
Total, five states	998,820	1,237,200	1,288,500	+4

New N.C.A. Bacteriologist

Roger A. DeCamp began work as a bacteriologist in N.C.A.'s Washington Research Laboratory on August 8.

After receiving his B.S. in bacteriology from Kansas State College in 1958, Mr. DeCamp spent two years as a technician in the 1st Army Medical Laboratory to fulfill his military service requirement.

Series of Sanitation and Processing Conferences Held

Sanitation surveys are under way among N.C.A. member canners in Maine during the latter part of August and early September to develop information on problems special to that area for use in Maine conferences planned for 1961. James W. Bell and Cleve B. Denny, of the Washington Research Laboratory, are conducting the inspections.

During late June and early July, Messrs. Bell and Denny made sanitation surveys of 15 N.C.A. member shrimp canneries along the Gulf Coast. The aim of these inspections is to point out any areas of operation which regulatory officials, either state or federal, might consider unsatisfactory. In addition, factors affecting quality, possible sources of extraneous material contamination and safety hazards are noted and are included in the verbal and written reports to the responsible personnel.

Following the Gulf Coast shrimp surveys three sanitation conferences were held at Houma and New Orleans, La. and at Biloxi, Miss. Because of an extension of the fishing season the attendance was less than anticipated, totaling 31 persons representing 11 companies and three allied industries.

Conferences were also held in Arkansas for canners of the Ozark area, the first at The University of Arkansas in Fayetteville and the second at the Blytheville Canning Co., Blytheville. Registered attendance at the two meetings totaled 101 representing 15 canning companies, four allied groups and University personnel.

Topics discussed at these conferences were Food Laws and Regulations; Prevention of Product Contamination; Relationship of Sanitation, Safety and Fire Prevention; Relationship of Bacteriology to Sanitation and Processing; and Plant Cleaning Problems.

Tomato Washing Experiments

The N.C.A. Washington Laboratory will cooperate with the University of Maryland in evaluating the efficiency of certain spraying, dusting and washing procedures in preventing contamination of tomatoes with Drosophila eggs in experiments to be conducted in late August, early September and mid-September.

Several of the treatments will be on a laboratory scale using tomatoes from experimental plots. However, tests will be conducted under commercial conditions to determine the effect of water temperature, detergent use and duration of wash upon egg removal.

Evaluation of effectiveness will be based primarily on finished product examination, but bacteriological tests will be made on wash waters and finished product to determine whether spoilage hazards are involved.

N.C.A. Laboratory Initiates Studies on Bioassay Methods

Laboratory work with the housefly bioassay method for pesticide residues has again been initiated in the N.C.A. Washington Laboratory. Inquiries concerning the method had been received from member canners who were considering its use in their residue control programs, and it was felt these members could be more effectively assisted if active laboratory work with the method were in progress.

The Laboratory is now in process of running a number of insecticide standards to obtain additional data on dosage rates and sensitivity. It is planned to compile a list of LD50's (lethal dosage), the dosage required to kill 50 percent of the exposed flies under the conditions of the assay, for most of the insecticides for which the assay may be used.

The Laboratory feels it would be useful to compare the LD50's for various insecticides that have been obtained in other laboratories, using the housefly bioassay procedure essentially as outlined in the method published by N.C.A. in 1956. If data are obtained from a sufficient number of laboratories, a compilation can be prepared and distributed to all those participating in the comparison. Users of the bioassay who wish to supply data may contact the N.C.A. Washington Laboratory for further information.

It is also planned to work with Drosophila (fruit fly) bioassay methods in the near future to obtain information on the sensitivity of this method as compared with houseflies.

Users of the housefly method will find interest in a paper published in February in *Journal of the Association of Official Agricultural Chemists*, 43, 82-87 (1960) by John F. Tighe of the Food and Drug Administration in Washington. The article, "Technique of a Housefly Bioassay for Pesticides," describes the procedure that has been in use at the FDA for a number of years and lists dose schedules and LD50's for 12 chlorinated hydrocarbon insecticides and metabolic derivatives.

MSSA Requirements for Canned Pumpkin

Tentative requirements of the armed services for canned pumpkin from the 1960 crop were announced August 22 by the Military Subsistence Supply Agency. Procurement will be made by Headquarters, Chicago Region, MSSA, 226 W. Jackson Blvd., Chicago, Ill.

Estimated requirements, subject to modification, are for 2,237,000 pounds of Grade A, fancy pumpkin in No. 2½ cans. This is equivalent to 51,411 cases 24/2½s.

TABLE OF CONTENTS

	Page
Congress	
Wage-hour bill in conference committee	249
Mexican farm labor program	249
Nutrition	
World feeding conference	251
Personnel	
New N.C.A. bacteriologist	251
Procurement	
MSSA requirements for canned pumpkin	252
Project HOPE	
Canned foods for SS HOPE now at assembly centers	249
Publicity	
State proclamations issued honoring sesquicentennial	249
Importance of canned foods is emphasized in special sesquicentennial exhibits, events at Ohio state fair	250
National apple week	250
Mass production of glass jars subject of 'red letter' release	250
Research	
Tomato washing experiments	252
N.C.A. laboratory initiates studies on bioassay methods	252
Sanitation	
Series of sanitation and processing conferences held	252
Statistics	
Summary of supply, carryover stocks and season shipments	251
August 1 stocks of canned asparagus and spinach	251
1960 pack of asparagus	251
1960 cranberry production	251